



CORE MAP

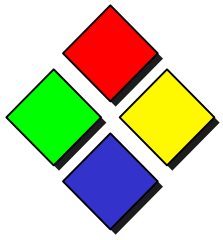
Multidimensional Awareness Profile



Ever Feel Like You're Swimming Upstream?



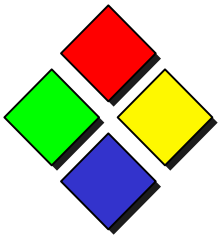
75% of the population does!



Ever Feel Like Nothing Goes Right?



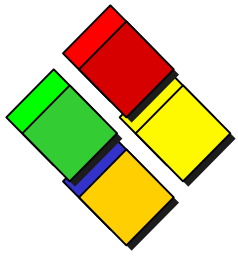
75% of the population does!



Ever Feel Like You're Lost In The Crowd with No Direction?



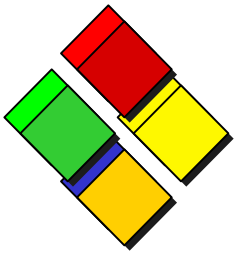
75% of the population does!



Authenticity

**75% Living Out Of Our
True Nature**

Authenticity Definition:
individual derives gratification
and positive emotions from
exercising true and natural
strengths



Conditioning

Everyone has been conditioned

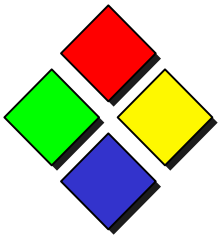
- **Some conditioning is beneficial (positive)**
 - Teaches us to read, write, drive cars, etc
- **Some is non-beneficial (negative)**
 - Can prevent us from discovering our strengths and realizing our potential
- **Some occurred in childhood**
- **Some is occurring right now**



Here's what most of us
show as our true
personality!



Here's the rest!

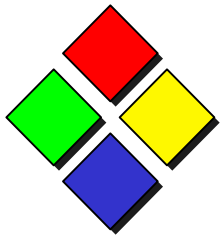


Majority of people don't know their TRUE & AUTHENTIC self.

Living in an inauthentic state can cause:

- ❖ Stress
- ❖ Exhaustion
- ❖ Anxiety
- ❖ Memory impairment
- ❖ Depression
- ❖ Physical damage

PASS – Post Adaptation Stress Syndrome



....talk about stress...



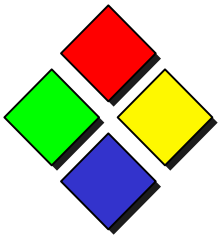


The CORE MAP Difference

CORE MAP uncovers the **authentic nature** so it can be developed to its highest potential.

Virtually everyone is **most effective** and **most efficient** when functioning in harmony with their natural traits.

CORE MAP **looks past masks and conditioning** to uncover the **authentic self** so development of the most effective traits occurs rapidly and easily.



CORE Identifies Natural Style

Identifying and developing your personal true nature can:

- ❖ Increase effectiveness by as much as 400%
- ❖ Release discretionary energy
- ❖ Increase satisfaction
- ❖ Reduce stress
- ❖ Improve morale
- ❖ FUN

Here is our True Nature!



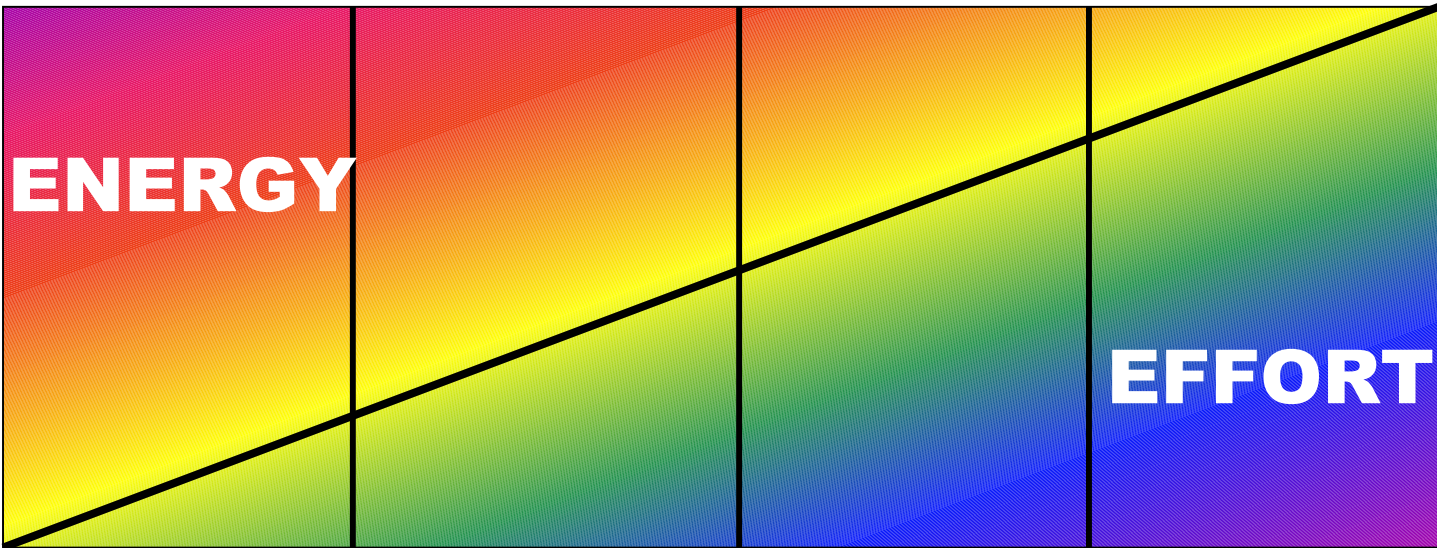


Energy or Effort

AUTHENTIC

SELF

Conditioned Self



***Have you ever hired
or promoted
someone who did
not live up to your
expectations?***



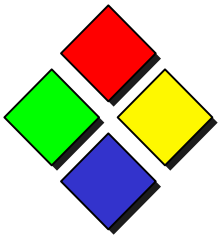


Understanding yourself and others

Consider the facts:

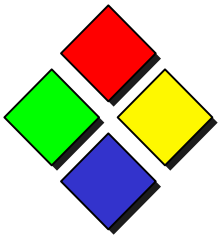
- ❖ 67% of abilities deemed essential for exceptional performance are **intra and inter-personal**, only 33% are technical and cognitive.
- ❖ IQ is a **threshold** requirement and accounts for less than 10% of workplace successes.
(This held true across all categories and in all kinds of organizations)
- ❖ **Interpersonal conflict** is the cause of 84% of employee firings and 72% of employees voluntarily leaving or quitting a job.

Cost of a mis-hire = 6x Salary



The **CORE MAP** Difference

- ❖ **CORE MAP** gets past surface traits and goes right to the core of an individual's natural, authentic self.
- ❖ Everyone functions more fully, more effectively and more enthusiastically from their natural state.
- ❖ Let's explore why that is important to your company's future and how **CORE MAP** can help ensure your success.



High Competency People

Personality alone
does not tell the whole story,
neither does **education** or **experience**.

The most important determinant of employee
excellence is **Emotional Intelligence**

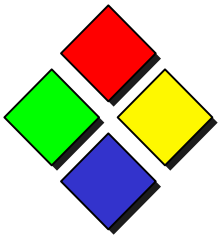
**CAN BE UP TO 85% OF A PERSONS
SUCCESS**



MAP is an acronym for...

Multidimensional **A**wareness **P**rofile

We use the term “Awareness” rather than “Personality” because CORE delivers so much more.



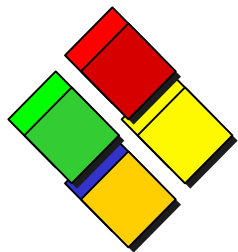
CORE stands for:

Commander

Organizer

Relater

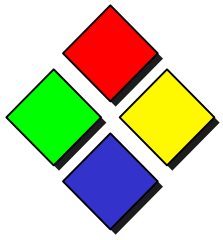
Entertainer



When We Find Our Passion...

**Do What You Do So Well That When
Others See You Do It They Want To
See You Do It Over And Over Again,
And They Want To Bring Others To
See You Do It, Then ...**

CHARGE 'EM!



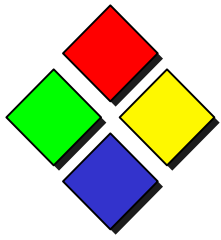
CORE Instruments

Provide the
blueprint

CORE Facilitator
provide the **tools**



Together they provide the foundation
and structure for building **success.**



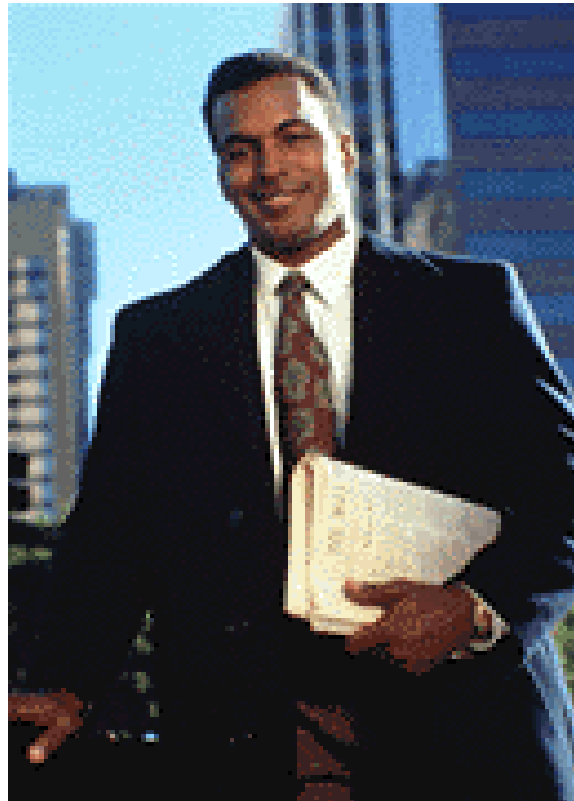
The **CORE MAP** Difference For Personal and Professional Growth

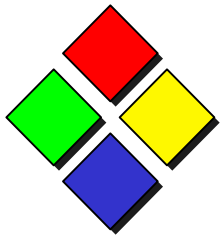
**Join us at 2pm Tuesday for
a 3 hour CORE MAP
workshop to better
understand your TRUE
nature and the TRUE
nature of others.**



The **CORE MAP** Difference in the **Business World**

**Use CORE MAP to
Promote Effective Leadership**





The **CORE MAP** Difference in the **Business World**

Use **CORE MAP** to
Improve Sales Performance





The **CORE MAP** Difference in the **Business World**

Use **CORE MAP** to
Increase Customer Satisfaction

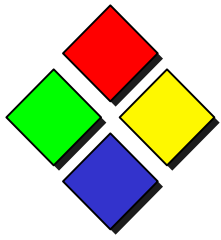




The **CORE MAP** Difference in the **Business World**

Use **CORE MAP** to
Ensure Team Effectiveness





The **CORE MAP** Difference in the **Business World**

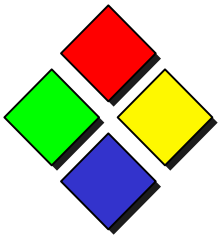
Use **CORE MAP** to
Boost Employee Satisfaction/Morale





Reports can be Generated to..

- ❖ Create benchmarks
- ❖ Predict job effectiveness/fit
- ❖ Define requirements for job satisfaction
- ❖ Measure employee effectiveness



Reports can be Generated to..

- ❖ Reveal management styles
- ❖ Indicate sales ability
- ❖ Define communication, interpersonal, relating and team styles



The **CORE MAP** Difference in the **Business World**

CORE MAP is unsurpassed in Building

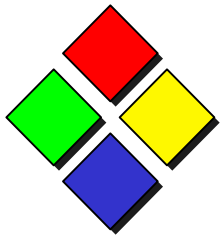
- ❖ High Performance Teams
- ❖ Employee Effectiveness
- ❖ Emotional Intelligence in Leaders
- ❖ Outstanding Hiring/Screening tools



Employee Effectiveness

*The compilation of hundreds of studies has led to the identification of **four trait sets which are essential to exceptional performance.** Sixty-seven percent of these are intra and inter-personal in nature.**

**Based on research done by almost five hundred corporations worldwide, and on the results of dozens of on-going government and university studies. Source: Working with Emotional Intelligence – Daniel Goleman*



The Four Essential Trait Sets

1. Ability to Communicate effectively (Verbally & Non-Verbally)

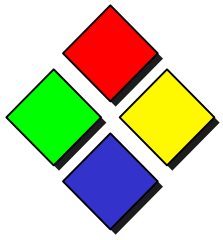




The Four Essential Trait Sets

2. The ability to understand, empathize, influence and persuade others, and adapt

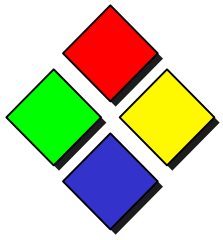




The Four Essential Trait Sets

3. Self-Regulation, Self-Responsibility, Initiative, Self- Motivation, Achievement & Drive





The Four Essential Trait Sets

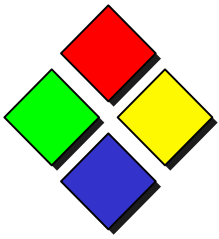
4. Self-Control, Emotional Maturity, High Development of a Variety of Coping Styles





High Competency People

Aligning a job candidate's level of development and coping skills with the job requirements before making hiring or promotional decisions is essential to long term success.



Creating Benchmarks



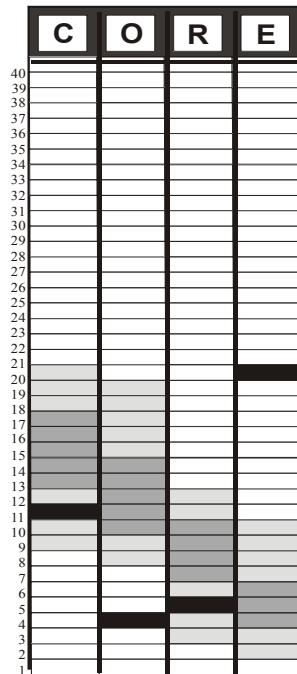
CORE Multidimensional Awareness Profile Benchmark Report

Applicant Name: J. L. Jones

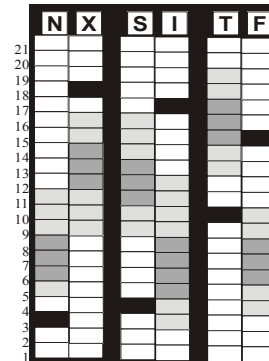
Position: Technical Sales

Date: 11/05/00

CORE Profile 1

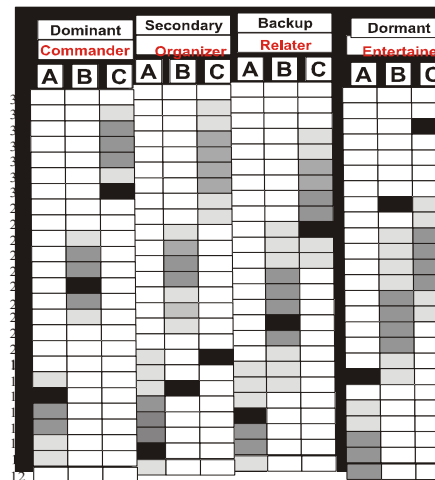


CORE Profile 2



Profiles 1 and 2 were congruent, which means that the profiler's self-perception is congruent with the way he/she is functioning.

CORE Profile 3



Legend

Part 1 Graph:

C - Commander
O - Organizer
R - Relater
E - Entertainer

Part 2 Graph:

N - Introversion
X - Extroversion
S - Sensing
I - Intuition
T - Thinking
F - Feeling

Part 3 Graph:

A - Negative Traits
B - Mid-zone Traits
C - Positive Traits

Shading

Entire Range
Majority
Applicant

Statistics: 30% Benchmark match

Position: Technical Sales

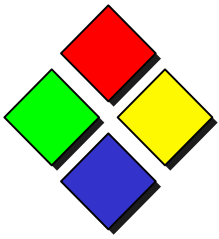
Benchmark Results:

Profile 1 - Entertainer Dominant, Commander Secondary, Relater Backup, and Organizer Dormant

Profile 2 - Extroverted, Intuitive, Feeling

Profile 3 - Entertainer and Commander traits are well developed, but somewhat reactionary. Organizer is undeveloped. People with this pattern generally have an average degree of emotional intelligence (or maturity). This individual would be excellent with people and may excel in the selling profession, but does not appear to be detail oriented enough to succeed at technical sales. This individual is likely to be impatient with processes, technical procedures and details.

30%
Match



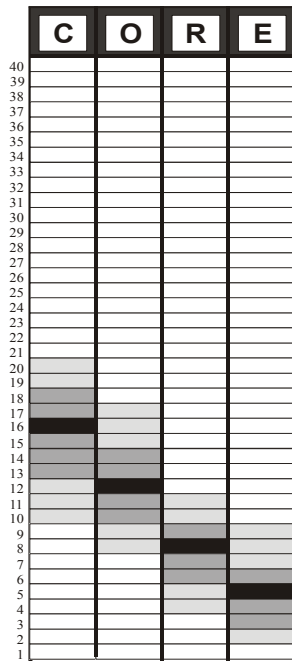
Creating Benchmarks



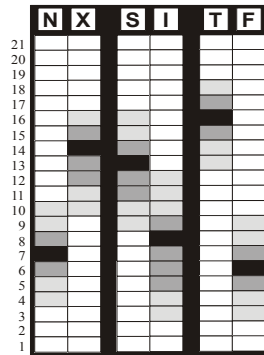
CORE Multidimensional Awareness Profile Benchmark Report

Applicant Name: J. W. Smith Position: Technical Sales Date: 11/05/00

CORE Profile 1

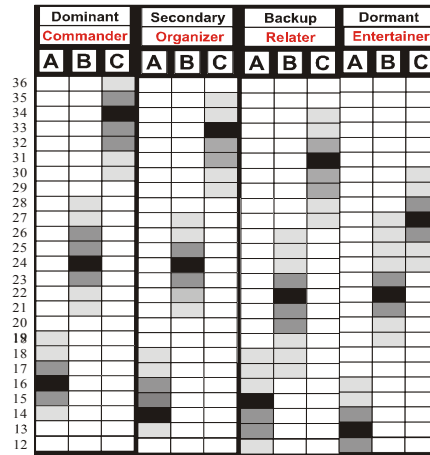


CORE Profile 2



Profiles 1 and 2 were congruent, which means that the profiler's self-perception is congruent with the way he/she is functioning.

CORE Profile 3



Legend

Part 1 Graph:
C - Commander
O - Organizer
R - Relater
E - Entertainer

Part 2 Graph:
N - Introversion
X - Extroversion
S - Sensing
I - Intuition
T - Thinking
F - Feeling

Part 3 Graph:
A - Negative Traits
B - Mid-zone Traits
C - Positive Traits

Shading

Entire Range
Majority
Applicant

100%
Match

Statistics: 100% Benchmark match
Position: Technical Sales

Benchmark Results:

Profile 1 - Commander Dominant, Organizer Secondary, Relater Backup, and Entertainer Dormant

Profile 2 - Extroverted, Thinking, Sensing

Profile 3 - Commander, Organizer and Relater traits are well developed and not reactionary. Entertainer is fairly well developed for a backup style. People with this pattern generally have a high degree of emotional intelligence (or maturity). They tend to be self-directed, self-disciplined, patient with processes and with people, and are among the top ten percent of high achievers. Those with this profile tend to excel in technical sales.




STAR PERFORMERS



Consider the facts:

- ❖ **Poor training** in the areas of **intra and inter-personal skills** accounts for millions of wasted hours and billions of wasted dollars annually.
- ❖ The **higher up** the organization the job position, the more crucial intra and inter-personal competence becomes.

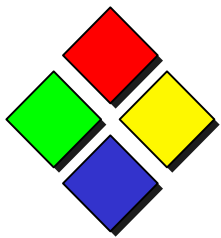


***Have you ever hired or
promoted someone
who greatly exceeded
your expectations?***

**Interviews have a 14%
success rate in
identifying
superior performers!**



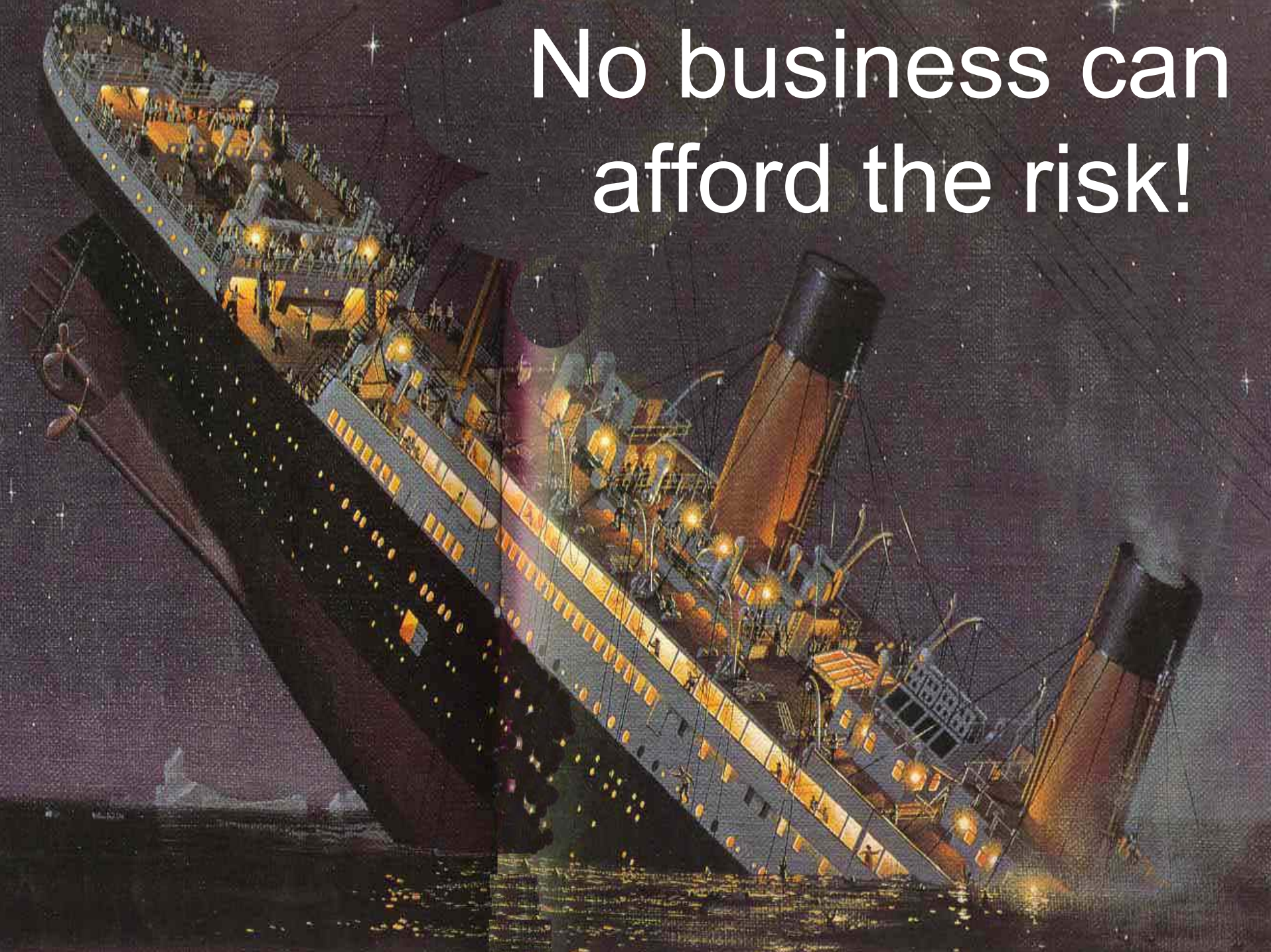
– Hunter & Hunter “Validity & utility of Alternative Predictors of Job Performance”. Psychological Bulletin, Vol. 96, No. 1. p90



Heads or Tails?



No business can
afford the risk!



**“How can I hire
superior performers?”**





Harvard Business Review

“It’s not experience —
or college degrees
or other accepted
factors...

...(it) hinges
on fit with
the job.”

Source: Herbert M. Greenberg and Jeanne Greenberg, “Job
Matching for Better Sales Performance,” *Harvard Business Review*,
Vol. 58, No. 5.



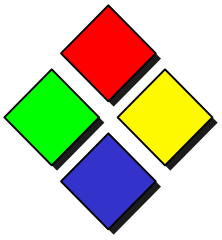
A blue background with a subtle texture and a chain link visible in the upper right corner.

6 Months After Hire:

"...persons who had been matched outperformed, to a statistically significant degree, those who had not been matched..."

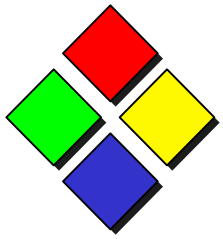
14 Months After Hire:

"Moreover, the differences widened after 14 months"



"The distance between the leader and the team is always a constant." Peter Drucker





Sales Executive Counsel Research

